

App Development

WHY MOBILE?

“We are at the beginning of a new wireless era where smartphones will become the new standard devices to connect with friends, the internet and the world at large”

-Nielsen Media Research

- 7% of web traffic in the US is non-computer based (2011)*
- By 2015 80% of people accessing the Internet will do so from a mobile device**

*Internet Retailer: <http://www.internetretailer.com/2011/06/23/7-web-traffic-comes-mobile-tablets-and-consoles>

** <http://www.ericsson.com/jm/news/1430616>

“The enormous growth in the mobile industry is much bigger than the explosion of content and services that accompanied the introduction of broadband internet around 10 years ago”

-The Netsize Guide 2010: Mobile Renaissance

Mobile Internet Ramping Faster than Desktop Internet Did – Apple Leading Charge

iPhone + iPod vs. NTT docomo i-mode vs. AOL vs. Netscape Users
First 20 Quarters Since Launch



Morgan Stanley

Note: *AOL subscribers data not available before Q03-94; Netscape users limited to US only. Morgan Stanley Research estimates ~50MM netbooks have shipped in first 10 quarters since launch (10/07). Source: Company Reports, Morgan Stanley Research.

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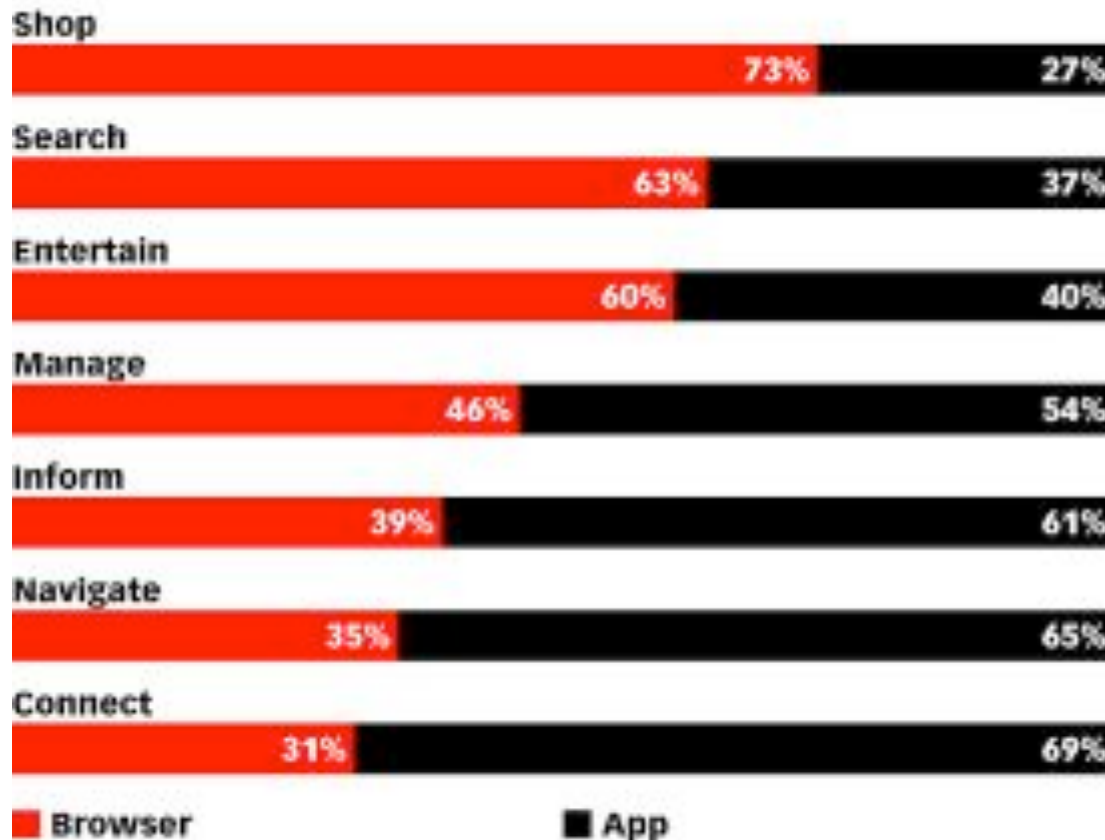
“Native apps trump web apps in user engagement”

-Global Intelligence Alliance



Mobile Internet Tasks for Which US Smartphone Users Use a Mobile App vs. Browser, 2011

% of total



Note: ages 13-54

Source: Yahoo! and Ipsos, "Mobile Modes: How to Connect with Mobile Consumers," Aug 1, 2011

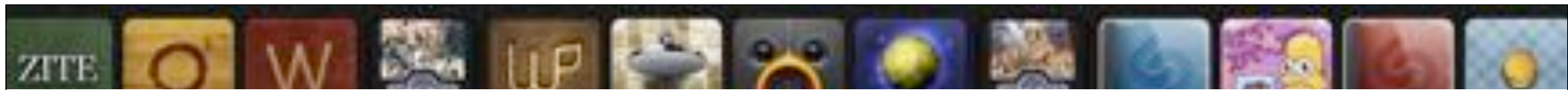
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www.eMarketer.com

Web is for
research and
browsing,
Apps are for
consumption and
connecting

DNA OF GREAT APPS





Over 500,000 Apps in the App Store at Release of 4S





How the customer explained it



How the Project Leader understood it



How the Analyst designed it



How each developer integrated with others



How QA got the 1st, 2nd, and 3rd build



How the project was documented



How the Business Consultant described it



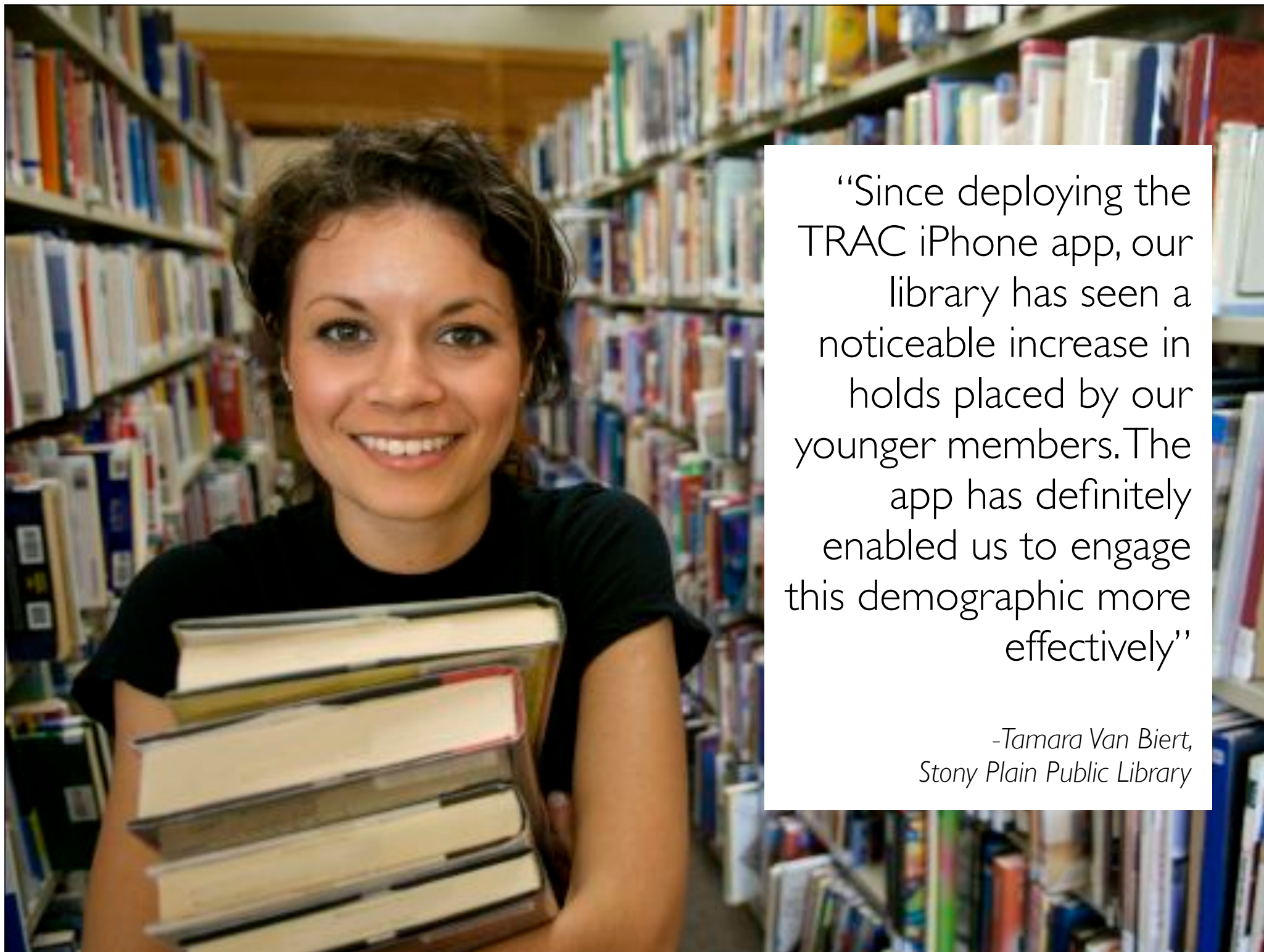
How the customer was billed



How it was supported



What the customer really needed



“Since deploying the TRAC iPhone app, our library has seen a noticeable increase in holds placed by our younger members. The app has definitely enabled us to engage this demographic more effectively”

*-Tamara Van Biert,
Stony Plain Public Library*



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- Sample Code
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- Technical Q&As



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- WWDC 2011

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Downloads



Xcode 4

This complete developer toolset for creating Mac, iPhone, and iPad apps includes the Xcode IDE, performance analysis tools, iOS Simulator, and the latest Mac OS X and iOS SDKs.

iOS Developer Program

App Store Review Guidelines

The newly published App Store Review Guidelines are now available. [Learn more](#) >



App Store Resource Center

Find details on everything from how to prepare for submitting an app to managing an app once it's been posted. [Log in](#) >



News and Announcements

Check out this regularly updated section for a range of information including tips on submitting apps, turnaround time for app review, and more. [Learn more](#) >



<https://developer.apple.com/devcenter/ios/index.action>

APP DEVELOPERS

- Register as a developer and agree to NDA
- Excellent development tools and documentation
- Apple Interface Guidelines
- Written and video tutorials
- Odd things are missing from the IOS SDK (Base64, low-level HTTP comms)
- Waiting period 2 weeks-ish after submission



Vendor Selection



HYBRID FORGE

- Web and App development with ILS integration
- We understand the library industry
- iOS Development for nearly 3 years



QUESTIONS



www.hybridforge.com

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info@hybridforge.com

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